

AMENDMENTS TO THE CLAIMS

1. (currently amended) A method of selecting and displaying a video segment to a viewer comprising:

transmitting a plurality of video segments from a broadcast center to a viewer;

displaying said video segments to said viewer;

sensing viewer reaction input to said displayed video segments from said viewer through at

least one sensor after receiving a start trigger;

detecting a stop trigger;

transmitting said input to a remote computer;

analyzing said input to generate affinity data;

selecting a specific video signal based on said affinity data; and

displaying said specific video signal to said viewer.

2. (original) The method of claim 1 wherein said sensor comprises at least one button pressed by a viewer.

3. (previously presented) The method of claim 1 wherein said step of selecting a video signal comprises selecting a video signal during a live broadcast based upon affinity data.

4. (currently amended) A method of collecting affinity data comprising:

transmitting a plurality of video segments from a broadcast center to a viewer;

displaying said video segments to said viewer;

sensing viewer reaction input to said displayed video segments from said viewer through at

least one sensor after receiving a start trigger;

analyzing said input to generate affinity data;

selecting a specific video signal from a plurality of video signals being broadcast to said viewer, said selection being based on said affinity data;

detecting a stop trigger;

transmitting said affinity data to a remote computer; and